



## LEGER MARKETING POLL FOR SUN MEDIA

- ▶ □ The gap between Liberals and Conservatives is closing
- ▶ □ Liberals and Conservatives neck and neck in Ontario
- ▶ □ Martin regime perceived the same as Chretien regime
- ▶ □ The most important issue is crime and violence in Toronto



### PRESS RELEASE UNDER EMBARGO until June 2nd, 2004



#### Methodology

This survey was conducted by Leger Marketing through telephone interviews among a representative sample of 3107 Canadians including 800 respondents in Ontario between May 27 and May 31, 2004. The maximum margin of error for a sample this size is  $\pm 1.8$ , 19 times out of 20 in Canada and of  $\pm 3.5$  in Ontario.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population.

## 1. Conservatives and Liberals are almost neck and neck in Ontario

After a week of campaigning, the Liberal Party lead has taken a severe beating and it is now only 5 points ahead of the Conservative Party throughout the country. Thus, the LPC garners 35% of voting intentions, the CP 30%, the NDP 17%, the Bloc 12% and the Green Party is last with 5%.

The only region where the Liberal Party still has an advantage is in the Atlantic Provinces where it leads the CP by 11 points. The points the LPC lost in Ontario have benefited Conservatives, and now both parties are neck and neck with 39% and 37% respectively.

In Quebec, the Bloc is ahead 13 points over the Liberal Party. The Bloc's support is on the rise with 46% of the votes, while the Liberal Party garners 33% of voting intentions. For their part, the NDP and the Conservative Party are stable with 9% and 8% of voter support.

Moreover, in Alberta, the CP remains strong with 54% of the vote against 28% for the LPC. Also, a heated battle is likely in the Prairies where the CP (34%) and the LPC (35%) are head to head, while the NDP garners 26%. In British Columbia, the CP (32%) is ahead of the LPC (29%) and the NDP (28%) by 3 points, that latter are both head to head.

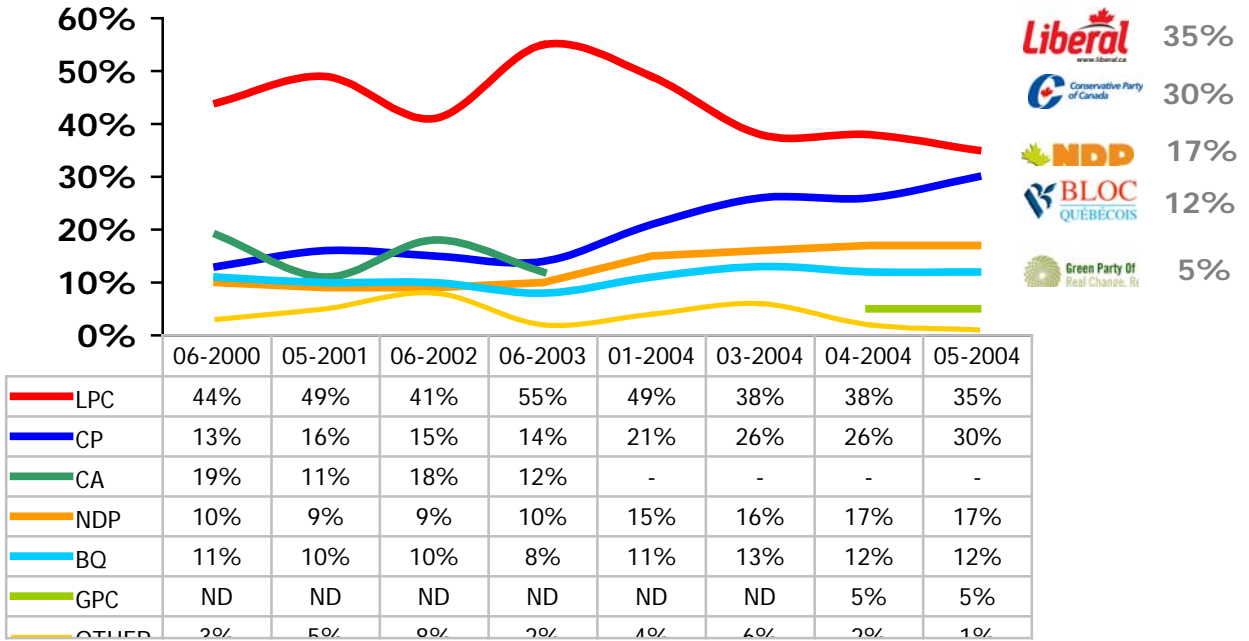
### FEDERAL VOTING INTENTIONS

**Question :** *If federal elections were held today, for which political party would you vote for, would it be for the...? Even if you have not yet made up your mind, for which political party would you be most likely to vote for, would it be for the?*

	Before Distribution N=3107	After Distribution N=2411	Atlantic Provinces	Quebec	Ontario	Prairie Provinces	Alberta	British Columbia
...Liberal Party	27%	35%	41%	33%	39%	35%	28%	29%
...Conservative Party of Canada	23%	30%	30%	8%	37%	34%	54%	32%
...NDP (New Democratic Party)	13%	17%	21%	9%	18%	26%	12%	28%
...Bloc Québécois	9%	12%	-	46%	-	-	-	-
...Green Party of Canada	4%	5%	6%	2%	5%	2%	4%	9%
Other	1%	1%	2%	1%	1%	2%	2%	1%
Would spoil ballot	2%	-	-	-	-	-	-	-
Would not vote	5%	-	-	-	-	-	-	-
Do not know	14%	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-

\*The distribution of undecided voters was done proportionately to voting intention.

**Evolution of voting intentions in Canada  
June 2000 - May 2004**



## 2. The vote remains volatile




In total, 50% of the Canadians interviewed claimed they could change their minds when it comes to the party they would vote for in the upcoming federal elections. This compared to 49% who have made up their minds. Moreover, the Bloc Québécois has the strongest proportion of electors who have made up their minds (65%) compared to the other parties. Indeed, we find 51% of Liberals, 48% of Conservatives, 48% of NDP supporters and 70% of Green Party supporters who could change their minds from now until June 28.

It is in Quebec that the vote remains steadfast with 55% of Quebecers who have no intention of changing their minds. Inversely, it is in Ontario, where the LPC has always had the most support, that we find the strongest proportion of electors who could change their minds, that is, 52%.

### VOLATILITY OF THE VOTE

**Question :** *Is your mind made up about voting for this party or could you change your mind?*

(n=3107)	Total Canada	A.P.	QC	ON	PP	AB	BC
My mind is made up	50%	49%	55%	47%	43%	54%	51%
Could change my mind	49%	50%	45%	52%	55%	43%	47%
Don' t know	1%	1%	-	1%	2%	3%	2%

(n=800)	Total Ontario			
My mind is made up	47%	46%	53%	47%
Could change my mind	52%	52%	47%	50%
Don' t know	1%	1%	-	3%

### 3. Confidence in Paul Martin is crumbling

Confidence in Paul Martin is crumbling with 27% of Canadians claiming they still have confidence in him compared to 39% this past March. However, this situation does not benefit Stephen Harper who has been unable to improve his rating (16%) since last month. Jack Layton has 10% and Jim Harris 2%.




Thus, Paul Martin has lost points in all regions of the country (15 points in Alberta, 16 in Quebec, 12 in British Columbia, 9 in Ontario, and 4 in the Prairies).

Even worse, we observe a drop among Liberal supporters compared to last April when 72% trusted Paul Martin compared to 64% today.

#### CONFIDENCE IN PAUL MARTIN

**Question:** *In your opinion, among the following political personalities, which one do you trust the most? Is it...?*

(n=3107)	Total Canada	A.P.	QC	ON	PP	AB	BC
Paul Martin	27%	27%	24%	32%	26%	24%	20%
Stephen Harper	16%	17%	7%	16%	20%	32%	20%
Jack Layton	10%	11%	7%	11%	12%	9%	15%
Gilles Duceppe	9%	-	38%	-	-	-	-
Jim Harris	3%	2%	2%	3%	3%	3%	2%
None	18%	16%	15%	21%	16%	15%	18%
Don't know/Refusal	17%	27%	7%	18%	23%	17%	25%

(n=800)	Total Ontario			
Paul Martin	32%	65%	21%	5%
Stephen Harper	16%	4%	43%	8%
Jack Layton	11%	5%	4%	53%
Jim Harris	3%	3%	2%	2%
None	21%	9%	18%	23%
Don't know/Refusal	18%	15%	11%	8%

## 4. Three-quarters of Canadians do not believe in electoral promises




76% of Canadians do not believe in electoral promises against 19% who do. Quebeckers are among those who do not believe in these promises in the strongest proportions (85%) while Ontarians are more likely to believe in electoral promises (22%) compared to other regions of the country.

On the other hand, Liberal Party supporters are proportionately more likely (33%) than supporters from the other parties to trust that electoral promises will be kept.

### CONFIDENCE IN ELECTORAL PROMISES

Question : *Do you believe, yes or no, in electoral promises?*

(n=3107)	Total Canada	A.P.	QC	ON	PP	AB	BC
Yes	19%	21%	13%	22%	23%	20%	17%
No	76%	72%	85%	72%	74%	74%	78%
Don't know/Refusal	4%	7%	1%	6%	3%	7%	5%

(n=800)	Total Ontario			
Yes	22%	35%	19%	7%
No	72%	58%	78%	85%
Don't know/Refusal	6%	7%	4%	8%

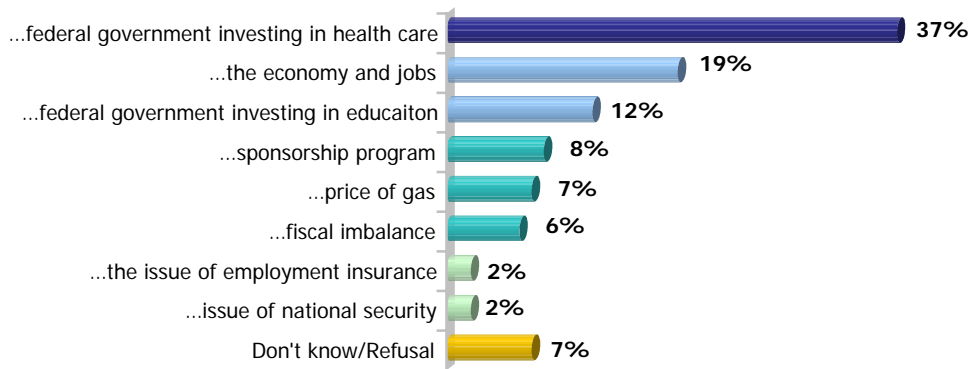
## 5. The sponsorship scandal only preoccupies 8% of Canadian voters

Canadians are sticking to their guns: health care remains at the heart of their preoccupations. Indeed, 37% of respondents say that federal investment in health care is the issue that will influence their vote the most in the upcoming federal elections. Followed by jobs and the economy (19%), investing in education (11%), the sponsorship scandal (8%), the price of gas (7%), the fiscal imbalance (6%), and finally unemployment insurance and national security (2% each).

We observe that Liberal supporters are proportionately more likely than supporters of the other parties to feel that federal investment in health care is important (43%). Conservatives are more influenced by the sponsorship scandal (15%), just as Bloc supporters (13) are more influenced by the fiscal imbalance (13%) and the issue of unemployment insurance (7%)

### INFLUENCE ON VOTING INTENTION

**Question :** *Among the following issues, please tell me which one will have the most influence on your vote? Is it...*



(n=800)	Total Ontario	Liberal <small>www.liberal.ca</small>	Conservative Party of Canada	NDD
Federal government investing in health care	36%	40%	34%	46%
The economy and jobs	21%	24%	22%	13%
Federal government investing in education	13%	11%	9%	16%
The sponsorship program	6%	4%	10%	10%
The price of gas	6%	5%	6%	6%
The fiscal imbalance	6%	6%	7%	4%
The issue of employment insurance	1%	1%	1%	-
The issue of national security	3%	3%	4%	3%
Don't know/Refusal	8%	5%	6%	2%

## 6. Half of Canadians feel that Paul Martin does not represent change compared to the Chrétien government

According to 50% of Canadians, Paul Martin represents more continuity than change (34%) compared to the Chrétien government. In fact, even though they are proportionately less Liberals who are likely to think so than other party supporters, 35% of Liberals share this opinion compared to 55% who don't.




Quebec is home to a strong majority (69%) of respondents who perceive Paul Martin's regime as representing the continuity of the Chrétien regime rather than representing change (25%). As a point of comparison, last December 55% of Quebecers thought that Paul Martin represented the continuity of the Chrétien regime rather than change (39%).

Inversely, Ontarians are proportionately more likely to perceive a change (39%) rather than the continuity of the old Liberal regime (42%).

### COMPARISON BETWEEN THE CHRÉTIEN AND MARTIN GOVERNMENTS

**Question:** *In your opinion, does Paul Martin represent change OR continuity compared to the Chrétien government?*

(n=3107)	Total Canada	A.P.	QC	Ont	PP	AB	BC
<b>Change</b>	34%	37%	25%	39%	39%	32%	35%
<b>Continuity</b>	50%	40%	69%	42%	46%	46%	46%
<b>Don't know/Refusal</b>	16%	22%	6%	18%	16%	22%	20%

(n=800)	Total Ontario			
<b>Change</b>	39%	57%	35%	20%
<b>Continuity</b>	42%	30%	53%	61%
<b>Don't know</b>	18%	13%	12%	19%






## 7. Improving Toronto's waterfront: an important promise to more than half of Ontarians

The Liberal Party's promise to revitalize Toronto's waterfront is important to 55% of Ontarians but unimportant to 40%. Furthermore, respondents between 18 to 24 years of age are proportionately more likely (81%) to feel this promise is important, as are 66% of Liberal supporters.

### IMPORTANCE GRANTED TO TORONTO'S WATERFRONT

**Question:** *How important is it to you that the Liberal Party keeps its promise to revitalize Toronto's waterfront. Would you say it is VERY IMPORTANT, IMPORTANT, UNIMPORTANT or NOT IMPORTANT AT ALL?*

(n=800)	Total Ontario			
<b>Important</b>	55%	66%	51%	52%
<b>Unimportant</b>	40%	29%	44%	16%
<b>Don't know/Refusal</b>	5%	6%	5%	-

## 8. 35% of Ontarians feel crime and violence is a problem the federal government should help solve

Even though the health care system is the national preoccupation, crime and violence is an even more important issue in the Toronto area. More than one-third of Ontarians believe that crime and violence in Toronto is the main problem the federal government should help other levels of government solve. However, 26% consider the government should concentrate on the health care system, 14% on transit gridlock, 13% on taxes and 3% on other issues.

There are no significant differences according to voting intentions but it should be noted that more respondents from the Toronto city area tend to favour working on transit gridlock (18%) compared to the rest of Ontario (12%).

### MOST IMPORTANT PROBLEM THE FEDERAL GOVERNMENT SHOULD HELP SOLVE

**Question:** *In your opinion, if the federal government were to work with other levels of government to solve one of Toronto's problem, which one among the following should it be?*

<b>(n=800)</b>	<b>Total Ontario</b>
<b>Crime and violence</b>	35%
<b>Health care system</b>	27%
<b>Taxes</b>	14%
<b>Transit gridlock</b>	13%
<b>Other</b>	3%
<b>Don't know/Refusal</b>	8%

## 9. Ontarians have more faith in the Conservatives to tackle violence in the cities

24% of Ontarians have more faith in the Conservatives than they do in the Liberals (20%) or the NDP (9%) to tackle violent crime in the cities of Ontario. However, it should be noted that 30% have no opinion on the subject.

Furthermore, respondents from the Toronto area show more faith in the liberals (27%) than the rest of Ontario does (18%).

### BEST PARTY TO TACKLE VIOLENCE

**Question:** *Which party do you trust the MOST to tackle violent crimes in our cities?*

<b>(n=800)</b>	<b>Total Ontario</b>	<b>Ontario 416 region</b>	<b>Rest of Ontario</b>
<b>Conservative Party</b>	25%	21%	26%
<b>Liberal Party</b>	20%	27%	18%
<b>NDP</b>	10%	14%	8%
<b>Other</b>	11%	8%	12%
<b>Don't know/Refusal</b>	35%	31%	36%

## 10. Insurance rates and gas prices considered a rip-off

35% of Ontarians consider that gas prices and insurance rates (33%) are so costly, they are a rip-off. On the other hand, 18% believe that income taxes are too high and 9% think housing prices are too expensive.

However, Toronto area residents are proportionately more numerous to say that housing prices (13%) and insurance rates (37%) are a ripoff, whereas residents from the rest of Ontario consider gas prices (38%) to be too costly.

### COSTLY ISSUES

**Question:** *Among the following, which one do you feel is so costly that you consider it to be a rip-off?*

<b>(n=800)</b>	<b>Total Ontario</b>	<b>Ontario 416 region</b>	<b>Rest of Ontario</b>
<b>Gas prices</b>	35%	25%	38%
<b>Insurance rates</b>	33%	37%	32%
<b>Income tax</b>	18%	21%	18%
<b>Housing prices</b>	9%	13%	8%
<b>Other</b>	2%	1%	2%
<b>Don't know</b>	3%	2%	4%